

identifier" from a "product type" or "line of products" identifier. Further, it is clarified in the claims that such "item identifiers" permit one to identify the manufacturer of the particular item from the identifier.

AMENDMENTS

Applicant respectfully requests that the following amendments, cancellations and additions to the claims be entered. Pursuant to 37 C.F.R. §§ 1.121 (b) and (c), the proposed amendments are provided both in marked (Appendix A) and unmarked versions (below):

In the Claims:

- Please amend claims 8, 10 - 12, 15, 17, and 19 - 21, and cancel claims 22 - 25, without prejudice or disclaimer, as indicated below. Please add new claims 28 - 31. An unmarked version of all of the claims (incorporating all of the amendments, cancellations and additions made herein) that are believed to be presently pending before the office is set forth below. Such unmarked version shall control for purposes of examination. A marked set of all of the claims is set forth at Appendix A. As the number of independent claims and total claims in this application are not affected by such additions and cancellations, it is asserted that no fee owing to claim changes is due.
- Amendment, cancellation and addition of such claims is made in order to streamline prosecution in this case by limiting examination and argument to certain embodiments of the invention that presently are considered to be of commercial significance to the Applicant. Amended claims that may be construed as more limiting than the scope of the claims prior to amendment, and new claims that may be construed as more limiting than cancelled claims, should not be interpreted as indicating that the Applicant has abandoned any subject matter. Nor should amendment of any of the claims, or cancellation of any of the claims, be construed in any manner to waive or limit the equivalent structures of any element recited within an amended, new or cancelled claim. Amendment and cancellation of the claims is not in any manner intended to, and should not be construed to, waive Applicants' right in the future to seek any prior

asserted claimed subject matter, or similar matter, whether in equivalent, broader or narrower scope, in any application claiming priority to or through the present application. Applicant expressly reserves the right to file such applications directed to subject matter covered by the claims that existed before the Office prior to any amendment or cancellation made herein.

UNMARKED VERSION OF PENDING CLAIMS

8. A computer-assisted method of recording an identity of a purchaser of a particular item in a retail setting comprising:

accepting from a purchaser at a point of retail sale an item encoded with a unique item identifier, said item identifier identifying the manufacturer of said item and comprising information-specific to said item, said item being enclosed in a package having a visible electronically-readable coded form package identifier correlateable with said indicia specific to said item;

accepting from said purchaser of said good at a point of retail sale an identity card housing electronically-readable personal identification information;

inputting at the point of sale by an electro-optical reader said personal identification information from said identity card into electronic storage;

inputting at the point of sale by an electro-optical reader into said electronic storage said visible electronically-readable coded form package identifier and information pertaining to the manufacturer of said item;

correlating said personal identification information with said package identifier and information pertaining to the manufacturer of said item in a computer database.

9. The method of claim 8 further comprising the step of transferring said correlated data to a shared database with other retailers.

10. The method of claim 8 further comprising the step of: providing at least a portion of said unique item identifier to the purchaser in electronically readable coded form on a medium.
11. The method of claim 10 further comprising the step of: printing said package identifier and said personal identification information on a sales receipt in electronically readable coded form.
12. The method of claim 8 wherein the item identifier is invisible in visible light.
13. The method of claim 8 wherein the identity card is a self-authenticating electronically-readable coded identity card.
14. The method of claim 8 wherein the identity card is a microcircuit technology card.
15. A process for encoding an item with an identifier uniquely correlateable with said item:

coding an item with an unique item identifier in electronically-readable coded form, said unique item identifier identifying the manufacturer of said item and comprising information specifically identifying said item;

on said item or the packaging of said item, placing a package identifier, in visible electronically-readable coded form, which is correlateable with said unique item identifier, said package identifier identifying the type of item, the item's manufacturer, as well as identifying said indicia on said item.

16. The process of claim 15 wherein the unique item identifier associated with the item is invisible.
17. The process of claim 15 wherein said item is produced in a lot and the unique item identifier's position on said item is associated with the lot in which said item was manufactured.

18. The product of the process of claim 15.

19. The method of claim 15 wherein said visible electronically-readable package identifier which is placed on said item or the packaging of said item further identifies origin of manufacture.

112 ✓
20. A computer-assisted method of identifying a record owner of the item, or part thereof, of claim 18 comprising:

obtaining the item;

determining the unique item identifier encoded on said item;

inputting said unique item identifier into a data processor operatively connected with a data base housing purchaser identity information correlated to unique item identifiers found on a plurality of items;

retrieving purchaser identity information correlated with said unique item identifier in said data base;

determining the identity of the purchaser(s) of said item from said purchaser identity information.

21. A processor-assisted method of recording the identity of a purchaser of an item, having a unique item identifier thereon containing information specifically identifying the particular item, purchased through a data processing telecommunications network comprising:

receiving over a data processing telecommunications network a digital data signal comprising digital information relating to the order of a good, the identity of the orderer of the good, and the address to which the orderer of the good desires the good to be transmitted, said digital data signal being transmitted from said orderer to a purveyor of said good;

transmitting from said purveyor, in response to said offerer's order, a digital data signal comprising a request for said good to a processor located at a site at which such good is physically available in a package said package having a package identifier in electronically-readable coded form correlateable with an unique item identifier said unique item identifier associated with the particular item comprising the packaged good, and comprising information identifying the manufacturer of said item and indicia specifically identifying said item;

receiving a digital data signal from form the site at which such good is physically available comprising digital information with respect to the package identifier; and

correlating in a database said package identifier digital information with said digital information pertaining to the identity of the offerer and the address to which the offerer desires the good to be transmitted.

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. A method for encoding concealed unique identifiers on products comprising:

directing one or more high energy electromagnetic waves at a material in a molten or semi-molten state such that the wave(s) substantially converge at a point within the material;

altering the convergence point of said high energy electromagnetic wave(s) such that the three-dimensional structure of the molten or semi-molten material is disrupted such that an unique identifier is formed;